



WESTERN STATES LAND COMMISSIONERS ASSOCIATION (WSLCA)

A Strategic Plan Accomplishments Report July 2014

VISION

Nationally recognized voice for prudent land management

MISSION

*The Mission of WSLCA is to create value for our beneficiaries
Through leadership, education and sound land management.*

Excellence Collaboration Integrity Stewardship



WSLCA COMMITTEE ACTIONS SUPPORTING STRATEGIC GOALS JANUARY – JULY 2014 ACCOMPLISHMENTS REPORT

(update through June 30, 2014)

FOCUS AREA I: Solidify and Build Internal Infrastructure

Goal #1:

WSLCA is a professional organization known for effective and sustainable governance.

STRATEGIES	Actions	Responsible Committee or Individual	Timeline
1.1 Develop growth plan to convert from volunteer staff to professional (paid) staff to support leadership.	1.1.1 Large donor request package developed to kick start operations support. Also linked to 6.2 below	Executive committee & the Affiliate Membership committee	June 2014
1.5 Make the association Vision and Mission our overriding message in all our communications.	1.5.1 Inserted new messaging in each association Fact Sheet posted on the website. Released Timber and Rangeland Fact Sheets.	Communications committee	May 2014
1.6 Set policies through clear and understood resolution process, as well as to ensure operational excellence and transparency.	1.6.1 Reviewed and proposed updated association bylaws to provide flexibility to proactively engage in issues and provide modern procedural authorities.	Executive committee	March 2014 Association vote planned for July 2014
	1.6.2 Establish an audit committee and process to engage in annual books and	Executive committee	2014-15 cycle

Original Strategic Initiative Year 1

Original Proposed Strategic Initiative Year 2

Original Proposed Strategic Initiative Year 3



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STRATEGIES	Actions	Responsible Committee or Individual	Timeline
	records audit.		
1.11 Clearly define roles, responsibilities and expectations of leadership positions, including committee chairs.	1.11.1 Establish committee governance model & review with committee chairs	Executive Committee	January 2014
	1.11.2 Develop committee annual action plans to support WSLCA strategic goals	Executive Committee with each committee chair	May/June 2014

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FOCUS AREA II: Strategic Initiatives

Goal #2:

WSLCA develops, communicates, and implements initiatives to address trust management, public policy, and association growth priorities.

STRATEGIES	Actions	Responsible Committee or Individual	Timeline
2.1 Align conferences around strategic initiatives.	2.1.1 Met with committee chairs to develop annual action plans for 2014-15.	Executive committee	May/June 2014
	Presentation to general membership	Each committee leader	July 2014
	2.1.2 Executive Committee calibrates with host state on meeting topics/speakers	Executive committee/state	ongoing
2.2 Increase frequency of member surveys to understand and shape strategic initiatives	2.2.1 Asset Management Committee survey to understand issues of importance and focus for next 2 years.	Asset Management committee	May 2014
	2.2.2 Legislative, Submerged, Surface, and Subsurface committees <u>plan</u> to formulate surveys and	Legal, Surface, Submerged, Subsurface committee chairs	July 2014

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STRATEGIES	Actions	Responsible Committee or Individual	Timeline
	feedback mechanisms in 2014-15 action plans		

FOCUS AREA III: Strong Relationships

Goal #3:

WSLCA represents all states.

STRATEGIES	Actions	Responsible Committee or Individual	Timeline
3.1 Invite substantive participation in meetings from other areas of the country and like-minded group.	3.1.1 Michigan rep guest speaker on technology panel	Host State (AR)	Jan 2014
	3.1.2 Eastern land group invited to participate in all WSLCA conference	Host State (AR)	Jan 2014
3.2 Create a communication plan that involves: website, designated outreach, follow-up on presentation, newsletter.	3.2.1 Executive committee examined other nat'l organizations and discussed development options with WSLCA Communications	Executive Committee & Communications Committee	May 2014, and 2014-15 development

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STRATEGIES	Actions	Responsible Committee or Individual	Timeline
	Committee to craft 2014-15 action plan		

Goal #4:

WSLCA builds strong relationships with other entities that further our mission of leadership, education and sound land management.

STRATEGIES	Actions	Responsible Committee or Individual	Timeline
4.1 Create issue based initiatives that are prioritized for each year.	4.1.1 Based on 2013-14 member survey, association is focused on Sage Grouse, ESA in general, and in-lieu legislation.	All members	Jan 2014 renewed resolutions
4.2 Organize specific purpose/topic meetings, outside of normal conferences, and in invite participation from 3 rd party groups to participate (webinars).	4.2.1 Review association by-laws for applicability, compliance and updating. Held interim web conference call discussion 4.2.2 Asset Management, Surface, and Legislative	Executive Committee and all state members Committee Chairs	March 2014 April/May 2014

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STRATEGIES	Actions	Responsible Committee or Individual	Timeline
	Committees all held interim conference calls between the Winter and Summer conference 4.2.3 Conference call with BLM Realty team to discuss progress on state-by-state project with the agencies	Former LEX Committee and BLM leadership	May 2014
4.3 Create a strong website that generates interest.	4.3.1 Worked with Communications Committee to revamp WSLCA website, post new association fact sheets and affiliate member logos/links	Executive Committee, Allen Freemyer, Communications Committee	Jan-June 2014
4.4 Continue to foster relationship with ELRC and build database for outreach to beneficiaries.	4.4.1 Outreach call to ELRC president	WSLCA president	Jan 2014

FOCUS AREA IV: National Leadership

Goal #5:

WSLCA is recognized by national and state elected officials as an influential voice for all members.

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STRATEGIES	Actions	Responsible Committee or Individual	Timeline
5.1 Increase funding for association outreach.	5.1.1 Affiliate Membership drive (see 6.4)	Affiliate Member Committee	March 2014, ongoing
	5.1.2 Large donor request package	Affiliate Member Committee	June 2014, ongoing
5.3 Invite Congressmen/Senators to speak at every meeting; also invite state legislators.	5.3.1 Legislative Committee invited ND state senator to speak in committee meeting	Leg Committee Chair	July 2014
5.4 All resolutions should be relevant and be something that can be advanced in legislative bodies.	5.4.1 In-lieu lands resolution results in congressional legislation introduced	Allen Freemyer	June 2014
	5.4.2 Sage Grouse resolution patterned after possible legislation	Allen Freemyer	Jan 2014

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FOCUS AREA V: Improve Budget

Goal #6:

WSLCA has sufficient budget to implement its goals.

STRATEGIES	Actions	Responsible Committee or Individual	Timeline
6.2 Develop a proforma budget that includes paid staff i.e. an Exec. Director, travel, etc. to support association leadership.	6.2.1 Research paid staff positions of other nat'l associations - duties, hours and compensation	Executive committee	February 2014
	6.2.2 Explore collaborations with similar organizations	Executive committee	March 2014
	6.2.3 Present case to membership along with funding strategies	Executive committee	May 2014 – two options sent to state members
6.4 Create affiliate recruitment committee.	6.4.1 Identify and appoint ideal state member reps	Executive Committee	Oct. 2013
	6.4.2 Draft charter of duties	Exec Committee	January 2014
	6.4.3 Update affiliate marketing and enrollment tools	Affiliate Member committee	February 2014
	6.4.4 Communicate and educate	Affiliate	March 2014

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STRATEGIES	Actions	Responsible Committee or Individual	Timeline
	member states on nomination process and lead identification 6.4.5 Conduct monthly committee meetings to follow-up on affiliate leads and enrollment processing 6.4.6 Develop larger donor request marketing material	Membership committee Affiliate Membership committee Affiliate Membership committee	 March 2014, ongoing June 2014

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